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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(Case No. 03-380)

In re Application of:)
)
 Scott A. Rosenberg et al.)
) Group Art Unit: 2673
 Serial No.: 09/978,144)
) Examiner: Not Assigned
 Filed: October 15, 2001)
)
 For: Method and System for Dynamic)
 Ad Placement)

TRANSMITTAL LETTER

Commissioner for Patents
P.O. Box 1450
Alexandria Virginia 22313-1450

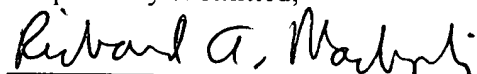
Dear Sir:

In regard to the above identified application,

1. We are transmitting herewith the attached:
 - a) Third Status Inquiry
 - b) Postcard.
2. With respect to fees:
 - a) No fee is required.
 - b) Please charge any underpayment or credit any overpayment our Deposit Account, No. 13-2490.
3. CERTIFICATE OF MAILING UNDER 37 CFR § 1.8: The undersigned hereby certifies that this Transmittal Letter and the paper, as described in paragraph 1, are being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria Virginia 22313-1450 on July 13, 2005.

Dated: July 13, 2005

Respectfully submitted,



Richard A. Machonkin
Registration No. 41,962



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THIRD STATUS INQUIRY

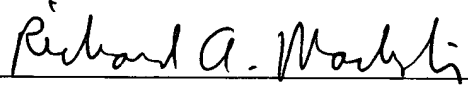
Commissioner for Patents
P.O. Box 1450
Alexandria Virginia 22313-1450

Dear Sir:

Applicants respectfully request an indication of the status of the above-referenced application. This application was filed on October 15, 2001. However, to date, the Applicants have not received an office action. Applicants would gratefully appreciate receiving a written communication indicating when Applicants may expect to receive a first office action on this application.

Respectfully submitted,

Date: July 13, 2005


Richard A. Machonkin
Registration No. 41,962